

Alaska Women Take Heart

EVENT IDEAS

Any time you have a community event, invite the media to attend and cover the event. You can issue media alerts for your planned event, and also press releases. Invite the press, and see if they would be willing to cover your newsworthy event. This is called earned media and is a great way to spread the word. The following ideas are just the beginning of a list of activities you could do in your community. Hopefully they will get the creative juices flowing for other ideas that would work well in your community.

- Organize a bingo night using the Alaska Women Take Heart Bingo cards.
- Organize an Alaska Women Take Heart event at a local mall, library, community center, local business.
- Organize heart-health screening events and health fairs at businesses, faith-based organizations, hospitals, clinics, and health centers.
- Collaborate with existing community activities, such as organizing a team to join a local American Heart Association Heart Walk.
- Launch a drive to distribute Alaska Women Take Heart flyers and bookmarks to community centers, libraries, grocery stores, and clinics.
- Organize an “Alaska Women Take Heart Evening” or “Alaska Women Take Heart Luncheon” for a potluck or for a local restaurant to serve with a creative “tasting menu” of heart-healthy foods.
- Partner with local beauty salons to exhibit and reinforce the message that women need to know what the signs and symptoms of heart attack are and what action to take. Leave Alaska Women Take Heart bookmarks for customers to pick up at the main desk or create a freestanding display. (Refer to the sample partner outreach letter.)
- Hold an Alaska Women Take Heart breakfast or luncheon with local women’s organizations to feature a fashion show or some other event that celebrates women.
- Plan an Alaska Women Take Heart for your place of worship. You can put a notice in the bulletin, hold an educational session, and distribute bookmarks.
- Contact a female lawmaker or leader and ask her to lead a program of her own, or ask her to issue a statement in support of your program.
- Invite a female legislative representative to host your event.